

O'BRIEN-SHERWOOD ASSOCIATES INC.  
57-16 WOODSIDE AVENUE  
WOODSIDE, NEW YORK 11377

BC QUESTIONNAIRE  
MENTHOL KINGS

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no need to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST  
CIGARETTE

First, try this one (CODE \_\_\_\_\_). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette \_\_\_\_\_, tell me which box on this card best describes how you feel about its taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it  
Very Much

Neither Like  
nor Dislike it

Like it  
Very Much

☐  
1☐  
2☐  
3☐  
4☐  
5☐  
6☐  
7

SECOND  
CIGARETTE

Now, try this one (CODE \_\_\_\_\_). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette \_\_\_\_\_, please tell me which box on this card best describes how you feel about its taste. (POINT TO CARD 6).

Dislike it  
Very Much

Neither Like  
nor Dislike it

Like it  
Very Much

☐  
1☐  
2☐  
3☐  
4☐  
5☐  
6☐  
7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette \_\_\_\_\_, compares to the second one. Is the first cigarette:

Much better tasting \_\_\_\_\_  
Somewhat better tasting \_\_\_\_\_  
About the same in taste \_\_\_\_\_  
Somewhat worse \_\_\_\_\_  
Much worse tasting \_\_\_\_\_

9. This cigarette (CODE \_\_\_\_\_) is a high tar cigarette, with more than twice the tar of the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT).

Keeping this in mind, what do you think of the taste of the low tar cigarette?  
Is it:

Much better than expected \_\_\_\_\_  
Better than expected \_\_\_\_\_  
About as expected \_\_\_\_\_  
Worse than expected \_\_\_\_\_  
Much worse than expected \_\_\_\_\_

10. Now that you've tried cigarette \_\_\_\_\_, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner \_\_\_\_\_  
It's like any other low tar cigarette \_\_\_\_\_  
I'm not very impressed with it \_\_\_\_\_

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11. What do you think of the smoking satisfaction that cigarette \_\_\_\_\_ delivers.  
Is it:

Very satisfying \_\_\_\_\_  
Satisfying \_\_\_\_\_  
Neither satisfying nor dissatisfying \_\_\_\_\_  
Dissatisfying \_\_\_\_\_  
Very dissatisfying \_\_\_\_\_

CLASSIFICATION

Age: 18 - 35 \_\_\_\_\_ 35+ \_\_\_\_\_  
Sex: Male \_\_\_\_\_ Female \_\_\_\_\_  
Race: White \_\_\_\_\_ Black \_\_\_\_\_ Other \_\_\_\_\_

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP CODE \_\_\_\_\_ PHONE NO. \_\_\_\_\_

DATE \_\_\_\_\_ INTERVIEWER \_\_\_\_\_

VALIDATION # \_\_\_\_\_ VALIDATED BY \_\_\_\_\_

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